

**WHAT IS CLAIMED IS:**

1. A method of managing customer relationships throughout a real estate transaction cycle over a distributed computer network, the method comprising the steps of:

- a) receiving and storing data relating to a plurality of customers including buyers and sellers of real estate in a computerized database, the data including:
- 5                   i) active order data describing real estate related services ordered during the real estate transaction cycle;
- ii) completed order data describing real estate related services completed during the real estate transaction cycle;
- 10                  iii) scheduling data describing real estate related services scheduled during the real estate transaction cycle;
- b) updating the active order data, the completed order data and the scheduling data upon the performance of a real estate related service ordered during the real estate transaction cycle; and
- 15                  c) providing customers with secure access to the computerized database to facilitate monitoring of the active order data, the completed order data and the scheduling data.

2. A method of managing customer relationships according to Claim 1, further comprising the step of receiving and storing real estate related documents in the database for subsequent review and retrieval by a customer.

3. A method of managing customer relationships according to Claim 1, further comprising the step of receiving and storing mortgage data relating to terms of a mortgage executed during the real estate transaction cycle.

4. A method of managing customer relationships according to Claim 1, further comprising the step of providing a customer with an electronic checklist

associated with each of a plurality of phases of the real estate transaction cycle to enable the customer to order real estate related services.

5. A method of managing customer relationships according to Claim 1, wherein the active order data includes savings data indicating a discount amount received by the customer.

6. A method of managing customer relationships according to Claim 1, wherein the completed order data includes savings data indicating a discount amount received by the customer.

7. A method of managing customer relationships according to Claim 1, further comprising the step of receiving and storing non-real estate related scheduling data indicating at least one deadline date and an event associated with the at least one deadline date.

8. A method of managing customer relationships according to Claim 7, further comprising the step of performing a task based upon the non-real estate related scheduling data at a request of a customer.

9. A system for managing customer relationships throughout a real estate transaction cycle, the system comprising:

a) means for receiving and storing data relating to a plurality of customers including buyers and sellers of real estate in a computerized database, the data

5 including:

i) active order data describing real estate related services ordered during the real estate transaction cycle;

ii) completed order data describing real estate related services completed during the real estate transaction cycle;

10 iii) scheduling data describing real estate related services scheduled during the real estate transaction cycle;

b) means for updating the active order data, the completed order data and the scheduling data upon the performance of a real estate related service ordered during the real estate transaction cycle; and

15           c)     means for providing customers with secure access to the computerized database to facilitate monitoring of the active order data, the completed order data and the scheduling data

10.   A system as recited in Claim 9, further comprising means for receiving and storing real estate related documents in the database for subsequent review and retrieval by a customer.

11.   A system as recited in Claim 9, further comprising means for receiving and storing mortgage data relating to terms of a mortgage executed during the real estate transaction cycle.

12.   A system as recited in Claim 9, further comprising means for providing a customer with an electronic checklist associated with each of a plurality of phases of the real estate transaction cycle to enable the customer to order real estate related services.

13.   A system as recited in Claim 9, wherein the completed order data includes savings data indicating a discount amount received by the customer.

14.   A system as recited in Claim 9, further comprising means for receiving and storing non-real estate related scheduling data indicating at least one deadline date and an event associated with the at least one deadline date.

15.   A system as recited in Claim 14, further comprising means for performing a task based upon the non-real estate related scheduling data at a request of a customer.

16.   A computer-readable medium whose contents cause a computer system to manage customer relationships throughout a real estate transaction cycle over a distributed computer network, by performing the steps of:

5           a)     receiving and storing data relating to a plurality of customers including buyers and sellers of real estate in a computerized database, the data including:

            i)     active order data describing real estate related services ordered during the real estate transaction cycle;

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- 10           ii)       completed order data describing real estate related services completed during the real estate transaction cycle;
- 10           iii)      scheduling data describing real estate related services scheduled during the real estate transaction cycle;
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- b)        updating the active order data, the completed order data and the scheduling data upon the performance of a real estate related service ordered during the real estate transaction cycle; and
- 15           c)        providing customers with secure access to the computerized database to facilitate monitoring of the active order data, the completed order data and the scheduling data.

17.       A computer-readable medium as recited in Claim 16, wherein the computer system further performs the step of receiving and storing real estate related documents in the database for subsequent review and retrieval by a customer.

18.       A computer-readable medium as recited in Claim 16, wherein the computer system further performs the step of receiving and storing mortgage data relating to terms of a mortgage executed during the real estate transaction cycle.

19.       A system as recited in Claim 16, wherein the computer system further performs the step of providing a customer with an electronic checklist associated with each of a plurality of phases of the real estate transaction cycle to enable the customer to order real estate related services.

20.       A system as recited in Claim 16, wherein the computer system further performs the step of receiving and storing non-real estate related scheduling data indicating at least one deadline date and an event associated with the at least one deadline date.